

Docket No. ALIO/0001.03

PTO/SB/21 (04-04)

Approved for use through 07/31/2006. OMB 0651-0031  
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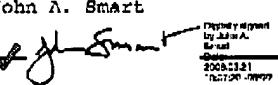
(To be used for all correspondence after initial filing)

Application Number	10/709, 393
Filing Date	April 30, 2004
First Named Inventor	Williams
Art Unit	2611
Examiner Name	Unassigned
Total Number of Pages in This Submission	6
Attorney Docket Number	ALIO/0001.03

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MAR 21 2006****ENCLOSURES (Check all that apply)**

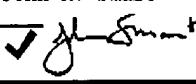
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC)
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<input type="checkbox"/> Extension of Time Request	<input checked="" type="checkbox"/> Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) (please identify below):
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<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		
Remarks		

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm or Individual name	John A. Smart
Signature	 2006/03/21 10:27:20 -05'00'
Date	March 21, 2006

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Typed or printed name	John A. Smart	Phone: (408) 884 1507
Signature	 2006/03/21 10:27:20 -05'00'	Fax: (815) 572 8299
Date	03/21/2006	

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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JACK OSWALD

4001

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MAR 21 2006

**PATENT**  
Docket No. ALIO/0001.03

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:  
David M. Williams et al.

Serial No.: 10/709,393

Filed: April 30, 2004

For: System and Methodology for  
Distributed Delivery of Online Content in  
Response to Client Selections from an  
Online Catalog

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Examiner: Unassigned

Art Unit: 2611

**REVOCATION OF POWER OF  
ATTORNEY; CHANGE OF  
CORRESPONDENCE ADDRESS**

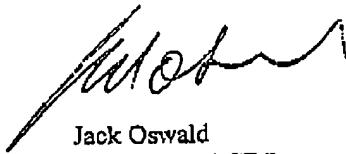
Sir:

I hereby revoke all previous powers of attorney given in the above-identified application. Please change the correspondence address for the above-identified application to:

Jack Oswald  
President and CEO  
Alio, Inc.  
310 Green Street  
San Francisco, CA 94133

I am an authorized officer of Alio, Inc., the Assignee of record of the entire interest. A statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96) herewith. If needed, the undersigned may be reached at 415-986-8300.

Respectfully submitted,



Date: March 20, 2006

Jack Oswald  
President and CEO  
Alio, Inc.

ALIO/0001.03

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002

Docket No. ALIO/0001.03

**BEST AVAILABLE COPY**PTO/GD/DS (08-03)  
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**STATEMENT UNDER 37 CFR 3.73(b)****RECEIVED  
CENTRAL FAX CENTER****MAR 21 2006**Applicant/Patent Owner: David M. Williams et al.Application No./Patent No.: 10/709,393 Filed/Issue Date: April 30, 2004

System and Methodology for Distributed Delivery of Online Content in Response to Client

Entitled: Selections from an Online CatalogAlio, Inc., a corporation

(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1.  the assignee of the entire right, title, and interest; or2.  an assignee of less than the entire right, title and interest.The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:A.  An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 014558, Frame 0771, or for which a copy thereof is attached.

OR

B.  A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.2. From: \_\_\_\_\_ To: \_\_\_\_\_  
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The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached. Additional documents in the chain of title are listed on a supplemental sheet. Copies of assignments or other documents in the chain of title are attached.

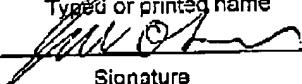
[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

March 20, 2006Jack Oswald

Date

Typed or printed name

415-986-8300

Telephone number

Signature

President and CEO, Alio, Inc.

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete. Any comments including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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MAY 03, 2004

PTAS

\*800011662A\*

JOHN A. SMART  
 708 BLOSSOM MILL RD., #201  
 LOS GATOS, CA 95032

**UNITED STATES PATENT AND TRADEMARK OFFICE**  
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RECORDATION DATE: 04/30/2004

REEL/FRAME: 014558/0771  
NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNEE'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNEE:

WILLIAMS, DAVID M.

DOC DATE: 04/29/2004

ASSIGNEE:

OSWALD, JACK

DOC DATE: 04/29/2004

ASSIGNEE:

ALIO, INC.  
310 GREEN STREET  
SAN FRANCISCO, CALIFORNIA 94133SERIAL NUMBER: 10709393  
PATENT NUMBER:FILING DATE:  
ISSUE DATE:

014558/0771 PAGE 2

SHARON LATIMER, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

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JACK OSWALD

4005

**PATENT ASSIGNMENT**

Electronic Version v07  
 Stylesheet Version v02

**04/30/2004**  
**800011662**

SUBMISSION TYPE:	NEW ASSIGNMENT	APPLICATION NUMBER 10/709393
NATURE OF CONVEYANCE:	ASSIGNMENT OF ASSIGNEE'S INTEREST	
CONVEYING PARTY DATA		
Name	Execution Date	
David M. Williams	2004-04-29	
Jack Oswald	2004-04-29	

**RECEIVING PARTY DATA**

Name	Street Address	Internal Address	City	State/Country	Postal Code
Alio, Inc.	310 Green Street		San Francisco	CALIFORNIA	94133

**CORRESPONDENCE DATA**

FAX NUMBER: 815 572 8299

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

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CUSTOMER NUMBER: 028653

NAME OF PERSON SIGNING:	John A. Smart
DATE SIGNED:	2004-04-30
Total Attachments: 2 source=ALIO0001.03.Asg01.tif source=ALIO0001.03.Asg02.tif	

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